

CLEVELAND, TENNESSEE

LOCATED

In the Great Valley Between the Cumberland and the Smoky Mountains, in Bradley County

A City With Many Factories That Has Ideal Conditions For the Laborer

CLEVELAND is on the main line of the Southern Railway, thirty miles east of Chattanooga. The city is more than modern; it is complete in every way and clearly shows what can be done by men of foresight and brains. The town has natural drainage and beautiful streets and is one of the most healthful little cities in the entire country. The streets are wide and well made and have an appearance of permanency that is a delight to anyone riding over them, the sidewalks would be a credit to any big city, and nearly every street is shaded on both sides by beautiful Southern sugar maples, which are a native growth in this part of Tennessee. The homes that you see on every hand speak volumes for the thriftiness and progressiveness of the people in this hustling community. Without any doubt there are more laboring people in Cleveland that own their own homes than any other place in the South of the same size.

Roads.

Bradley County, in which Cleveland is the central point, has more paved roads than any other county in the State. There are but few farms in this part of Tennessee that are not reached by a well paved road. Since the building of this complete chain of pikes, which are an outlet to all sections from Cleveland, the farmer is saving from 100 to 200 per cent. on all of the overhead that he used to encounter in his hauls. The back lands, coming into prominence like they are in this section, is bound to push and spur the people in the city to greater efforts.

Cleveland's Big College For Girls.

One of Cleveland's greatest institutions of learning is Centenary Female College, which will have under the able direction of Rev. J. W. Malone one of the best years of its career. The young ladies come to this school from all over the United States. It is non-sectarian but a Christian institution. It is really one of the potent factors in the upbuilding of Cleveland. The school was established in the year 1884 and has been growing in strength and usefulness every year. The Rev. J. W. Malone is one of the most able men that has ever come to Cleveland. For many years he was associated with widely known girls' schools in the South and has the reputation of having never failed to make good. The various departments of this school will be presided over by a staff of teachers who have been especially selected for this work by President Malone, who has spared no expense in surrounding himself with an efficient staff of men and women who can and will accomplish the things that will make this institution one of the leading schools in the South.

The wisdom of the location of Centenary College has been demonstrated over and over again. Situated right in the heart of this beautiful little city, with its ideal surroundings, cultured community and delightful climatic conditions, it is indeed a great place for the education of young ladies. This is being strongly recognized throughout the South by parents who are seeking a school located in a healthy climate surrounded by the best conditions for the physical, mental and moral development of their daughters.

Cleveland's Churches.

While the culture of the city is the resultant of many co-operative influences, there is no factor more potent in its advancement than that offered by the churches, progress in religious thought being attended by a train of refining ideas that are necessarily connected with the loftier life of which the Christian religion is the exponent and the actual embodiment. It is the recognition of this fact that gives the stranger in Cleveland such a pleasant impression of the city's advancement and cultivation when he notes the number and elegance of the sacred edifices with which the town is adorned. For a city of this size it is really remarkable, and not only is culture and religious disposition thus indicated, but the actual beauty of the city, which is gaining widespread recognition, is greatly enhanced.

Banks.

Cleveland has two banks, and they are both of that sturdy stock that makes a community safe and sound in every respect. The Cleveland National Bank, one of the oldest banks in the State of Tennessee, was founded in the year 1866, on the 26th day of December, and is, therefore, nearing its fifty-third birthday. Since its organization, fifty-three years ago, it has never suffered from a financial panic and has never suspended payment. When you go back a few years since the organization of this bank and think of the severe panics that this country has undergone, memorably those of 1878, 1898 and 1904, this is indeed a most remarkable showing and one that any community may take great pride in. It demonstrates very clearly the prudence and sagacity of its officials and gives further proof of the pinnacle of fame that it occupies in the hall of financial circles.

The Merchants Bank was started in March, 1902, and is a bank that has steadily forged ahead. The personnel of its officials has been very strong in helping many new industries getting started in this hustling community.

TEN years ago Cleveland had a population of 4,000. Today it is very close to 8,000. The city has its own water and electric power and has lately installed a sewerage system. It is today one of the best business towns of its size in the State of Tennessee. The many factories that you find on all sides were started and are controlled by local capital. The water that is used in this section comes from the far-famed Payne Springs, two miles northeast of the city. This water has been analyzed many times in the past few years and is pronounced the purest in the whole State.

Educational facilities are of the best. The city has two public schools and one high school. These schools are known far and wide and have attracted many wealthy people to this section for the purpose of placing their children in the schools here.

Cleveland's Factories.

The remarkable part of the many plants being located in this "live wire" community is the fact that the capital almost in every instance is local in every particular. When a community has the strength that is shown here in Cleveland it is impossible to predict anything but that in the very near future a large city will be born—in fact, it is in the making right at this time.

Such a manufactory is the Cleveland Woolen Mills, manufacturing men's, youths' and boys' knee pants, employs over 800 people, makes a specialty of one grade of cassimeres, famous throughout the entire United States. The Cleveland Chair Company, one of the largest factories in the entire South, sells their chairs in every market that you have ever heard of. The Cleveland Coffin and Casket Company, one of the oldest enterprises in this section, has the reputation of doing work in the right way. The Weiss Hosiery Mills, another new factory in this section, is making gigantic strides towards success; they make a very high grade line of socks and hosiery. The Cleveland Excelsior Company, Holstein Manufacturing Company, Southern Packing Company, Cleveland Milling Company, Sykes Milling Company, Barnes Manufacturing Company and the M. J. Hargis Planing Mills are some of the main companies who are doing a great deal to put Cleveland on the map as "the leading manufacturing city of this part of the South."

Cleveland's Climate.

This is the finest climate, taken all the year around, to be found anywhere on this earth. Here anyone can come from the far north without endangering their health by the rigors of a northern winter, and people from the more extreme Northern climates can find the finest winter climate. Here in the broad valley between the Cumberland mountains on the north and west and the Great Smokies and Blue Ridge on the south and east we are defended from snowstorms and blizzards which come from the northeast east by the high Cumberland, whose broad table-top, forty miles wide and 2,000 feet above sea level, over and across which storms rarely come; and here the fine air of the Smokies and the Blue Ridge, whose succession of mountain ranges extends for a distance of fifty miles, keep out the heat and malaria and give us a purified, sterilized atmosphere.

Agricultural.

The standard products grown in the fields are cotton, tobacco, hemp, corn, barley, rye, wheat, flax, sorghum, potatoes, beans, peanuts, ribbon cane, clover, timothy, melons, strawberries and tomatoes, which are grown as a field crop in all parts of this section. This is a diversified crop section; no one farmer is confined to or dependent upon one or two crops as they are in the North and Northwest. Fruits and berries of all kinds are grown on nearly every farm.

Wholesale Houses.

Notable among the wholesalers and well worth mention is the firm of J. F. Hannah, Cleveland's leading wholesale grocer. Mr. Hannah has been in business a great many years and covers a distribution territory of over a hundred miles. The reliability of this firm is well known to the trade and it is to the credit of Cleveland to be able to boast of such a progressive and live-wire firm as the J. F. Hannah Wholesale Grocery. Mr. Hannah gives his personal attention to the business and it is due to his efficient management that the company is in such a thriving condition.

Cleveland Retailers.

The stock of merchandise that is carried by the local merchants is indeed a revelation and would no doubt be of great help to some merchants in much larger cities. The way that the local man displays his merchandise is unique and attracts attention as soon as you stop at one of the windows—in fact, in some stores you cannot help but stop and minutely scrutinize the display.

Hotel.

The accommodations one finds at this city is very good and, most of all, the prices are more than reasonable. There are at least six hotels here and they are all good. From a hasty visit the writer of this city was much impressed at the start with the hospitality extended, and there is no doubt in his mind but what this same spirit is making new citizens for Cleveland every day.

Centenary College Conservatory For Young Ladies



Founded 1874

Making History

¶ A non-sectarian but Christian institution now under the able direction of one of the South's most successful educators; a man who is known to be one of the leading spirits in developing the talents of the young mind along the right lines.

¶ Standard Junior College, offering the best advantages in all branches of Music, Art, Expression, Home Economics, Physical Education and Business.

¶ The College is located at Cleveland, Tenn., between the Cumberland and the Smoky Mountains, and is known to have the healthiest climate in the world. Has a Swimming Pool with all indoor and outdoor sports.

¶ Next session opens September 18th. For literature address:

DR. J. W. MALONE, A.M., President, Cleveland, Tennessee

The Following Is a List of Cleveland's Progressive Concerns Who Have Made This Page Possible:

Centenary College	Weiss Hosiery Mills	Southern Packing Co.	Cleveland Chair Co.
Cleveland Excelsior Co.	J. F. Hannah, Wholesale Groceries	Cleveland Woolen Mills	
Cleveland Machinery & Supply Co.	Tom Anderson, Drugs	Hardwick Stove Co.	
Holston Manufacturing Co.	Cleveland National Bank	Sykes Milling Co.	
M. J. Hargis Planing Mill	The Merchants Bank		